2 September 1958

HUNGARY MAKING POSSIBLE THE RECEPTION OF TELEVISION BROADCASTS FROM WESTERN EUROPE

An FMD report of 14 August 1958 states that a Hungarian television factory (Runting Cartridge factory of Szekesfehervar) will begin series production in November 1958 of a television set incorporating reception standards for both the Soviet Bloc and Western Europe broadcasts. The television set is to be marketed in early 1959 and be able to receive broadcasts from Vienna, Linz, as well as Hungary and other scitellites. Graz, Balgrade, and Bratislava/ 1/ COMMENT: With the growth of television in Europe, several technical standards for television broadcasting were developed. Of the two most widely used standards, the Soviet Bloc employs one and most countries of Western Europe the other. This difference has meant that those countries on the border between Eastern and Western Europe could not receive television broadcasts which were on the opposite technical standard. East Germany, however, has been an exception to this rule, having adopted a Western European standard in 1957 in order to broadcast to West Germany. The remainder of the Satellites have not shown any indication to adopt a television standard of Western Europe until this action by Hungary.

from Austria and Yugoslavia, Hungary opens a one-way avenue for the possible exploitation of Hungarian audiences in the border areas. Television broadcasts from Hungary, however, cannot be received in Austria or Familiaria because of the different broadcasting standards. The contrary on the part of Hungary appears contrary to the policy of strict contral over the activities of the people since the warriag in 1976. A possible explanation may be that this st , foreshadows of ameliarative acts in an attempt to impro. Lations but ween the government and people.

SOURCE: 1/ CIA. FID Summary no 1870, 14 August 58, p. 4. OFF USE.

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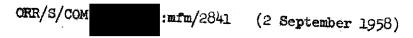
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